DOCUMENT RESUME

ED 075 500 TM 002 602

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| TITLE | Occupational Needs Survey for the Okaloosa-Walton Junior College District Conducted During July and August, 1971. |
| INSTITUTION | Okaloosa-Walton Junior Coll., Niceville, Fla. |
| SPONS AGENCY | Florida State Dept. of Education, Tallahassee. |
| PUB DATE | 71 |
| NOTE | 8p.; Paper presented at American Educational Research Association Meeting (New Orleans, Louisiana, February 25-March 1, 1973) |
| EDRS PRICE | MF-$0.65 HC-$3.29 |
| DESCRIPTORS | *Educational Needs; *Employment Projections; Interviews; *Job Market; Junior Colleges; *Occupational Surveys; Tables (Data); *Vocational Education |

ABSTRACT

An occupational survey was conducted to provide additional data for educational planning. Specific objectives of the survey were: (1) to determine the number of persons currently employed in the district; (2) to determine the number of persons needed for employment in two years and in five years; and (3) to identify current and projected training needs of the College's primary service area. The personal interview method was used to gather the following data: (1) type of business, (2) employer's minimum education requirements, (3) whether or not he had employed and/or expected to have need for alumni from the colleges occupational programs, and (4) certain specifics regarding each job title within the organization. Results are given in tabular form. (CK)

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# OCCUPATIONAL NEEDS SURVEY FOR THE OKALOOSA-WALTON JUNIOR COLLEGE DISTRICT

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OKALOOSA-WALTON JUNIOR COLLEGE
Niceville, Florida
J. E. McCracken, President

Survey Conducted During
July and August, 1971

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Report by
James A. Durham, Director
Institutional Research

# OCCUPATIONAL NEEDS SURVEY FOR THE OKALOOSA-WALTON JUNIOR COLLEGE DISTRICT CONDUCTED DURING JULY AND AUGUST, 1971

> Many kinds of knowledge about the community of the public junior college are needed. The college offering is affected by population growth or decline, economic stability, breadth of industrial, commercial, or agricultural employment . . . to name only a few of the factors.[1]

The occupational survey as conducted by this college and financed by the Florida State Department of Education was designed to provide additional data which are constantly needed for educational planning purposes. Without surveys of this nature, it is next to impossible to effectively evaluate the community's many occupational needs and to develop and correlate appropriate instructional offerings.

The Florida State Employment Service conducted the last employment survey of the Okaloosa-Walton area in April, 1962 -- two years prior to the opening of the College. That report, together with others which are based on annual employment data, have been invaluable to local curriculum planners; however, it was obvious that a new and comprehensive survey of the district was definitely needed in order to facilitate the College's continued evaluation of the effectiveness of its programs and to determine if needs existed for additional occupational programs.

The specific objectives of the 1971 survey were to investigate the employment characteristics of the College's two-county service area and to analyze the community's vocational training needs. Specifically, the objectives were (1) to determine the number of persons currently employed in the district; (2) to determine the number of persons needed for employment in two years and in five years; and (3) to identify current and projected training needs of the College's primary service area.

The area which the College serves is located in west Florida and consists primarily of Okaloosa and Walton counties; both counties extend from the Florida-Alabama state line on the north to the Gulf of Mexico on the south. A large percentage of the land area in each county is owned and controlled by the federal government, thus limiting non-military development, for the

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[1]James W. Thornton, Jr., The Community Junior College, (New York: John Wiley and Sons), 1966, p. 174.

most part, to the northern part of each county, the coastal area from Destin eastward and around Choctawhatchee Bay, and small areas around Fort Walton Beach, Valparaiso, and Niceville.

Walton is the larger of the two counties with 1,135 square miles, and Okaloosa County has a total of 1,003 square miles. Okaloosa County, however, has the greatest population. In 1960, Okaloosa had 80 percent of the district's population, and in 1970, its total had risen to 85 percent. Table 1 presents the population in each county during the last two census years and the relationship between these counties and the total State population.

TABLE 1

POPULATION OF OKALOOSA AND WALTON COUNTIES
COMPARED WITH STATE POPULATION
1960 and 1970

| | Florida | Okaloosa County | Walton County |
|---|---|---|---|
| Population, 1960 | 4,951,560 | 61,175 | 15,576 |
| Percent of State Total | 100 | 1.25 | .31 |
| Percent of Two-County Total | | 79.71 | 20.29 |
| Population, 1970 | 6,789,443 | 88,187 | 16,087 |
| Percent of State Total | 100 | 1.30 | .24 |
| Percent of Two-County Total | | 84.57 | 15.43 |

Source: Florida Statistical Abstract, 1971, p. 21.

The procedures utilized in the various occupational surveys that have been conducted in the state of Florida are quite numerous. Some have attempted to survey a wide range of businesses by mailing rather formidable questionnaires which are probable causes, in many cases, for very light responses; others have surveyed selected businesses by personal interviews. The personal interview method, although requiring more man hours than the mail-out type, was felt to be the most desirable and thus, was used in this study.

The data obtained in this survey were recorded on locally developed and pre-tested survey forms. This form provided for the collection of data relative to the (1) type of business, (2) employer's minimum education requirements, (3) whether or not he had employed and/or expected to have need for employment of alumni from each of the College's occupational programs, and (4) certain specifics regarding each job title within the organization -- Dictionary of Occupational Titles classification, number currently employed, vacancies, total needs expected in 1973 and in 1976, estimated turn-over rate, and the seasonal demands of the job.

Interview response data were received from 683 organizations in Okaloosa and Walton Counties with the highest percent from each county occurring in the wholesale/retail trades. The second highest percent of businesses in each county represented the various service trades. Table 2 presents the distribution by county of businesses surveyed within nine major categories.

TABLE 2

SUMMARY OF BUSINESSES SURVEYED
WITHIN INDUSTRY DIVISION

| Industry Division | Number | | Percent | |
|---|---|---|---|---|
| | Okaloosa | Walton | Okaloosa | Walton |
| Agriculture | 3 | 1 | .6 | .6 |
| Wholesale/Retail | 240 | 87 | 46.5 | 52.4 |
| Service Trades | 179 | 39 | 34.7 | 23.5 |
| Construction | 33 | 6 | 6.4 | 3.6 |
| Transportation/Utilities | 8 | 4 | 1.6 | 2.4 |
| Finance, Ins., Real Estate | 27 | 7 | 5.2 | 4.2 |
| Government (Fed/State/Local) | 4 | 10 | .8 | 6.0 |
| Manufacturing | 21 | 10 | 4.1 | 6.0 |
| Mining | 1 | 3 | .2 | 1.8 |
| Total | 516 | 167 | 100 | 100 |

Many data summaries were prepared for use within the College and by other interested parties, and the following are selected examples: (1) "District Nonagricultural Employment as Reported by the State Employment Service and Compared with Comparable Survey Data;" (2) "Summary of Position Needs by Industry for Okaloosa and Walton Counties;" and (3) "Position Needs Within Business Type and County." These data summaries are presented in Tables 3, 4, and 5 of this report.

TABLE 3

DISTRICT NONAGRICULTURAL EMPLOYMENT AS REPORTED
BY THE STATE EMPLOYMENT SERVICE AND
COMPARED WITH COMPARABLE SURVEY DATA

| | Okaloosa | | | Walton | | |
|---|---|---|---|---|---|---|
| Industry Divisions | Total | Survey[a] | Percent[b] | Total | Survey[a] | Percent[b] |
| Wholesale/Retail | 4,100 | 2,906 | 70.9 | 660 | 601 | 91.1 |
| Service Trades | 3,660 | 2,756 | 75.3 | 300 | 331 | 110.3 |
| Construction | 1,120 | 546 | 48.0 | 140 | 81 | 57.9 |
| Transportation/ Utilities | 1,080 | 314 | 29.1 | 160 | 73 | 45.6 |
| Finance, Insurance, Real Estate | 660 | 407 | 62.0 | 80 | 54 | 67.5 |
| Government | 7,720 | 592[c] | 7.7 | 880 | 462 | 52.5 |
| Manufacturing | 2,040 | 402 | 19.7 | 320 | 405 | 126.9 |
| Mining | -- | 2 | | - | 19 | |
| Total | 20,380[d] | 7,925 | 38.9 | 2,540 | 2,026 | 79.8 |

[a]Excluding reported job vacancies

[b]Relationship of survey responses to total expected as reported in SOURCE document

[c]An additional 1325 Okaloosa County Governmental employees were reported subsequent to the preparation of all data summaries for the original 41-page report; to avoid confusion when comparisons are made, the additional workers are not included in this summary.

[d]The source document listed an additional category for each county--other non-agricultural workers (Okaloosa 2380 and Walton 400)

SOURCE: Florida Statistical Abstract, 1971, pp. 315 and 317.

TABLE 4

SUMMARY OF POSITION NEEDS BY INDUSTRY
FOR OKALOOSA AND WALTON COUNTIES

| | Okaloosa County | | | | Walton County | | | |
|---|---|---|---|---|---|---|---|---|
| | Emp. | Vac. | Needed | | Emp. | Vac. | Needed | |
| Industry Division | 1971 | 1971 | 1973 | 1976 | 1971 | 1971 | 1973 | 1976 |
| Agriculture | 16 | 1 | 19 | 22 | 84 | | 86 | 86 |
| Wholesale/Retail | 2906 | 188 | 3459 | 4022 | 601 | 17 | 697 | 801 |
| Service Trades | 2956 | 197 | 3358 | 3645 | 331 | 32 | 392 | 447 |
| Construction | 546 | 32 | 619 | 670 | 81 | 9 | 103 | 122 |
| Transportation/Util. | 314 | 6 | 363 | 417 | 73 | | 92 | 115 |
| Finance, Ins., Real Est. | 407 | 18 | 505 | 620 | 54 | | 64 | 71 |
| Government | 592[a] | 17 | 599 | 602 | 462 | 13 | 497 | 532 |
| Manufacturing | 402 | 27 | 440 | 548 | 405 | 28 | 528 | 659 |
| Mining | 2 | | 3 | 4 | 19 | 11 | 31 | 35 |
| Total | 7941 | 486 | 9365 | 10460 | 2110 | 110 | 2490 | 2868 |

[a]See footnote "C" to Table 3

TABLE 5

POSITION NEEDS WITHIN BUSINESS TYPE AND COUNTY

| Item | Business Type | Okaloosa County Emp. 1971 | Okaloosa County Vac. 1971 | Okaloosa County Needed 1973 | Okaloosa County Needed 1976 | Walton County Emp. 1971 | Walton County Vac. 1971 | Walton County Needed 1973 | Walton County Needed 1976 |
|---|---|---|---|---|---|---|---|---|---|
| AGRICULTURE | | | | | | | | | |
| 1 | Agriculture | 4 | 1 | 5 | 7 | 84 | | 86 | 86 |
| 2 | Nurseries | 12 | | 14 | 15 | | | | |
| | Division Totals | 16 | 1 | 19 | 22 | 84 | | 86 | 86 |
| WHOLESALE/RETAIL | | | | | | | | | |
| 1 | Building Material | 159 | | 200 | 262 | 17 | 1 | 21 | 25 |
| 2 | Hardware | 64 | 9 | 82 | 95 | 37 | 1 | 54 | 72 |
| 3 | General Merchandise | 357 | 6 | 393 | 410 | 69 | 1 | 71 | 90 |
| 4 | Food | 524 | 24 | 643 | 905 | 132 | 1 | 162 | 185 |
| 5 | Auto Dealers | 260 | 19 | 260 | 312 | 60 | 3 | 72 | 87 |
| 6 | Gas Stations | 203 | 16 | 222 | 241 | 48 | | 50 | 51 |
| 7 | Apparel | 78 | 10 | 82 | 94 | 33 | | 33 | 36 |
| 8 | Heating/Cooling | 37 | 5 | 43 | 33 | 10 | 2 | 14 | 14 |
| 9 | Eating and Drinking | 902 | 72 | 1136 | 1249 | 102 | 6 | 115 | 129 |
| 10 | Home Furnishings | 36 | 2 | 39 | 44 | 18 | | 18 | 20 |
| 11 | Fuel | 43 | 4 | 56 | 61 | 28 | 2 | 34 | 35 |
| 12 | Florists | 11 | | 11 | 11 | 8 | | 9 | 9 |
| 13 | Trailer Sales | 20 | | 28 | 28 | | | | |
| 14 | Pharmacy | 43 | | 53 | 56 | 21 | | 23 | 26 |
| 15 | Jewelry | 27 | 4 | 29 | 34 | | | | |
| 16 | Office Supplies | 27 | | 27 | 27 | | | | |
| 17 | Dairy Products | 18 | | 28 | 28 | | | | |
| 18 | Motorcycles | 13 | | 13 | 13 | | | | |
| 19 | Bicycles | 4 | | 6 | 6 | | | | |
| 20 | Other | 15 | 1 | 12 | 12 | 10 | | 10 | 10 |
| | Division Totals | 2906 | 188 | 3459 | 4022 | 601 | 17 | 697 | 801 |
| SERVICE TRADES | | | | | | | | | |
| 1 | Hotels | 97 | 45 | 142 | 139 | | | | |
| 2 | Motels | 730 | 22 | 774 | 801 | 76 | 5 | 98 | 111 |
| 3 | Personal Services | 307 | 36 | 397 | 403 | 37 | 11 | 40 | 40 |
| 4 | Auto Repair | 56 | 10 | 79 | 81 | 8 | 1 | 10 | 10 |
| 5 | Motion Pictures | 6 | | 6 | 6 | 9 | | 9 | 9 |
| 6 | Amusements | 19 | | 19 | 19 | 15 | 7 | 18 | 20 |
| 7 | Recreation Service | 140 | 2 | 152 | 157 | | | | |
| 8 | Medical and Health | 144 | 4 | 159 | 127 | 85 | 2 | 96 | 107 |
| 9 | Legal | 29 | | 31 | 31 | 15 | 1 | 17 | 18 |
| 10 | Nonprofit Organizatns | 55 | | 63 | 67 | 16 | | 19 | 22 |
| 11 | Broadcasting | 104 | 5 | 115 | 122 | 29 | | 33 | 39 |
| 12 | Land Development | | | | | 25 | 4 | 36 | 55 |
| 13 | Electronics | 205 | 13 | 261 | 341 | | | | |
| 14 | Plumbing | 260 | 19 | 310 | 311 | | | | |

TABLE 5 continued

| Item | Business Type | Okaloosa County Emp. 1971 | Vac. 1971 | Needed 1973 | Needed 1976 | Walton County Emp. 1971 | Vac. 1971 | Needed 1973 | Needed 1976 |
|---|---|---|---|---|---|---|---|---|---|
| 15 | Rental Properties | 10 | | 10 | 10 | | | | |
| 16 | Moving/Storage | 162 | 7 | 199 | 208 | 9 | 1 | 9 | 9 |
| 17 | Aircraft | 196 | | 196 | 377 | | | | |
| 18 | Research/Development | 37 | 2 | 198 | 192 | | | | |
| 19 | Marinas | 38 | 27 | 82 | 79 | | | | |
| 20 | Other | 171 | 5 | 174 | 174 | 7 | | 7 | 7 |
| | Division Totals | 2756 | 197 | 3358 | 3645 | 331 | 32 | 392 | 447 |
| CONSTRUCTION | | | | | | | | | |
| 1 | Building Construction | 338 | 16 | 380 | 414 | 32 | 5 | 42 | 44 |
| 2 | Home Construction | 36 | 3 | 48 | 62 | 45 | 4 | 57 | 74 |
| 3 | Road Construction | 60 | 1 | 69 | 69 | | | | |
| 4 | Special Construction | 37 | 12 | 56 | 59 | 4 | | 4 | 4 |
| 5 | Other | 75 | | 66 | 66 | | | | |
| | Division Totals | 546 | 32 | 619 | 670 | 81 | 9 | 103 | 122 |
| TRANSPORTATION/UTILITIES | | | | | | | | | |
| 1 | Public Utilities | | | | | 4 | | 4 | 5 |
| 2 | Motor Freight | 12 | | 14 | 20 | | | | |
| 3 | Air Transportation | 11 | | 12 | 14 | | | | |
| 4 | Communications | 12 | | 12 | 12 | 16 | | 21 | 33 |
| 5 | Elec., Gas, Sntry,Svcs | 279 | 6 | 325 | 371 | 53 | | 67 | 77 |
| | Division Totals | 314 | 6 | 363 | 417 | 73 | | 92 | 115 |
| FINANCE, INSURANCE, REAL ESTATE | | | | | | | | | |
| 1 | Banking | 227 | 2 | 272 | 295 | 32 | | 40 | 45 |
| 2 | Credit Agencies | 95 | 4 | 102 | 107 | 6 | | 6 | 6 |
| 3 | Security/Commodity | 50 | 12 | 94 | 179 | | | | |
| 4 | Insurance | 35 | | 37 | 39 | 16 | | 18 | 20 |
| | Division Totals | 407 | 18 | 505 | 620 | 54 | | 64 | 71 |
| GOVERNMENT | | | | | | | | | |
| 1 | City | | | | | 9 | | 9 | 9 |
| 2 | County (included in total) | 9 | 12 | 21 | 24 | 383 | 8 | 404 | 420 |
| | County (not in total)[a] | 1325 | 25 | 1400 | 1475 | | | | |
| 3 | Federal | 583 | 5 | 578 | 578 | 34 | | 38 | 53 |
| 4 | State | | | | | 36 | 5 | 46 | 50 |
| | Division Totals | 592 | 17 | 599 | 602 | 462 | 13 | 497 | 532 |

[a]See footnote "C" to Table 3

TABLE 5 continued

| Item | Business Type | Okaloosa County Emp. 1971 | Vac. 1971 | Needed 1973 | Needed 1976 | Walton County Emp. 1971 | Vac. 1971 | Needed 1973 | Needed 1976 |
|---|---|---|---|---|---|---|---|---|---|
| MANUFACTURING | | | | | | | | | |
| 1 | Food | 194 | 11 | 204 | 201 | 240 | 5 | 257 | 273 |
| 2 | Apparel | 85 | | 88 | 89 | 70 | 20 | 169 | 266 |
| 3 | Lumber and Wood | 30 | 5 | 34 | 34 | 71 | 2 | 68 | 71 |
| 4 | Publishing | 46 | 5 | 51 | 56 | 7 | | 7 | 10 |
| 5 | Fabricated Metal | 26 | 3 | 34 | 42 | 2 | 1 | 7 | 14 |
| 6 | Concrete | 6 | 2 | 9 | 11 | 7 | | 9 | 9 |
| 7 | Boats | 15 | 1 | 20 | 25 | | | | |
| 8 | Re-Building | | | | | | | | |
| 9 | Ice | | | | | 8 | | 11 | 16 |
| 10 | Other | | | | | | | | |
| | Division Totals | 402 | 27 | 440 | 458 | 405 | 28 | 528 | 659 |
| MINING | | | | | | | | | |
| 1 | Water | | | | | 8 | 11 | 20 | 24 |
| 2 | Sand | 2 | | 3 | 4 | 11 | | 11 | 11 |
| | Division Totals | 2 | | 3 | 4 | 19 | 11 | 31 | 35 |
| GRAND TOTALS -- All Divisions | | 7941 | 486 | 9365 | 10460 | 2110 | 110 | 2490 | 2860 |

In summary, an attempt has been made to describe the approach used to identify one districts salient geographic, demographic, and employment characteristics which are constantly needed to keep an occupational curriculum relevant to community needs. An attempt was made to (1) determine the number of persons employed in nine major employment categories, (2) to determine the number of persons by job title needed for employment in two years and in five years, and (3) to identify current and projected training needs within the College district.

By use of Florida Department of Commerce data, together with the information obtained in the survey, it was estimated that approximately 23,000 persons were employed in the nine major divisions and that 1134 job vacancies existed at the time of the survey. The survey also provided an estimate of the various position needs for two and five years in the future, as well as providing extensive data to aid in the continued analysis of projected and on-going programs. This information has been made available to the curriculum planners at the College and to the Florida State Employment Service for their use in serving the employment needs of Okaloosa and Walton Counties.